



# ICIA SEED NEWS

## Dialogue with Davis (2)

*Mike Davis, President, ICIA*

## Asset to Family Business (6)

*A look inside Wyckoff Hybrids*

## Corn Belt Seed Conference (5)

*Highlights for the 2012 Corn Belt Seed Conference*

## Leadership and Vision (3)

*ICIA at forefront in Seed Industry*

# Dialogue with Davis

by Mike Davis, President ICIA

This has truly been a momentous year in many ways. Alan Galbreth has assumed the reins as Executive Director for the Association. While his 30 plus years within the Association give him tremendous familiarity with its inner workings it does not lessen the need for careful engineering of the organization to meet future needs. To that end, we want to congratulate Joe Deford on his move to Associate Executive Director taking the position formerly held by Alan Galbreth. Joe's tenure with the Indiana Crop Association also gives him the perspective to take charge of many of the day to day operating requirements of the Association. Joe will continue to have primary responsibility for managing the field programs. Aaron Whalen, who joined ICIA this summer, will be the bioassay department head and will work together with Joe on field programs. It is gratifying to see the enthusiasm by the staff for the changes underway.

While the managerial deck is being reshuffled, Indiana Crop Improvement continues to meet the challenges posed by this year's seed crop, new trait introductions within the seed industry, and revised testing protocols for blended trait verification. Seed crop quality issues will require focus and timely reporting of germination and vigor ratings. The need for tests to authenticate trait integrity is increasing in light of the stress imposed on this year's seed crop and the continued introduction of new technologies such as blended refuge programs. Ever changing regulations are also changing the mix of projects. Effort expended upon the B.Y.E. insurance program will soon be replaced by IRM compliance audits. Both of these projects are rather labor intensive and will allow a smooth transition between projects.

Liz Pestow's energy as Marketing Director has heightened the awareness of the capabilities of the Association. The Indiana Crop team continues to make personal customer visits. Along with gaining assurance that the services provided are meeting expectations it also gives the Association a time to showcase some of the new initiatives taken in the testing and technology arena, particularly as Emily Dierking gets grounded in the organization and explores potential new growth opportunities.

These are exciting times in agriculture and Indiana Crop Improvement is right in the middle of the action. We look for continued success in agriculture.

Mike Davis, President  
AgVenture D&M  
Kentland, IN



## Upcoming events

### November 15, 2011

ICIA Board of Directors Meeting  
Indianapolis, IN

### December 6-9, 2011

ASTA Corn & Sorghum and Soybean Research  
Chicago, IL

### January 17-19, 2012

IPSA Annual Meeting  
Indianapolis, IN

### January 21-24, 2012

ASTA Vegetable & Flower Conference  
Tampa, FL

### February 8, 2012

ICIA Educational Workshop  
Indianapolis, IN

### February 9-10, 2012

Corn Belt Seed Conference  
Indianapolis, IN



# Leadership and Vision Distinguish an Industry Leader

**“Larry’s leadership has placed ICIA at the forefront of innovations for Indiana seed companies, seed certification agencies and the U.S. seed industry.”**

**S**eptember 2, 2011 was the last day in the office for retiring Executive Director Larry Svajgr after 37 years of leading Indiana Crop Improvement Association. Larry became executive director in 1974 after serving three years as associate director at Nebraska Crop Improvement. Prior to that, Larry taught vocational agriculture in Omaha for two years. His teaching background was evident throughout the years he was with ICIA. Those skills were used countless times with visitors, Ag student classes, seminars, presentations, members, directors and staff.

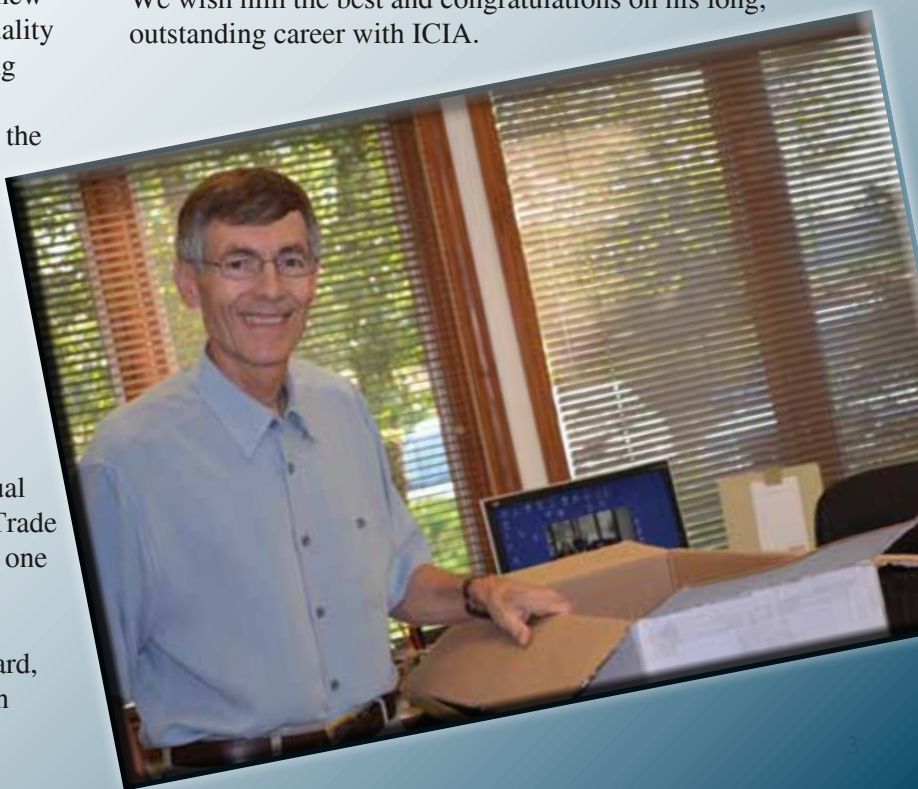
Larry has been a leader in the development of seed testing and field inspection programs. In 1999 ICIA built and moved into a new 20,000 square foot office and laboratory facility – illustrating the growth of the organization’s programs under Larry’s guidance. The lab was expanded again in 2006 to meet the continued growth requirements of ICIA’s services. Also, in 2002, Indiana became the first Crop Improvement Association to become ISO 9001-2000 certified – a commitment to the continual improvement of quality and customer service.

During his tenure with ICIA Larry developed many new programs and services for the seed industry in the quality assurance area. He provided leadership in developing a US accreditation system for certifying hybrid seed corn under the international OECD seed scheme and the development of Identity Preserved programs for the certification of nonGMO products. He wrote several articles and papers about seed quality, seed systems and other issues for various popular publications. Larry’s steady hand directed the planning and implementation of ICIA’s annual conference. The conference evolved into a regional seed industry meeting and is considered by many to be the best seed industry meeting of its size in the U.S. Two years ago, again with Larry’s counsel, the ICIA annual conference was consolidated with the Indiana Seed Trade Association’s Corn Belt Seed Conference to provide one outstanding meeting venue for both organizations. In 1985 he received the Indiana Crop Improvement Association’s prestigious Crops and Soils Merit Award, given to individuals who have “made a difference” in

Indiana agriculture and the seed industry. In 1993, he was honored with Indiana Seed Trade Association’s highest award, Honorary Membership. In 2002 he was honored with the Independent Seedsmen Association “Professional of the Year” Award. In 2006 he received the Association of Official Seed Certifying Agencies (AOSCA) Honorary Membership Award. In 2011 Larry received the American Seed Trade Association Lifetime Honorary Membership Award and the AOSCA Distinguished Service Award. He has also received the Agronomic Achievement Award from Purdue University. Larry’s leadership has placed ICIA at the forefront of innovations for Indiana seed companies, seed certification agencies and the U.S. seed industry. His vision of constantly adapting to the needs of industry has served ICIA and its member customers very well. Larry has taught many, many ICIA staff and inspectors about the seed industry. ICIA is an active, contemporary, financially sound organization because of Larry’s guidance.

An open house was held on August 11 in his honor. He was greeted by many of the ICIA members with whom he had worked for many years, as well as family and friends. A book of letters with remembrances from colleagues and friends was compiled and presented to Larry at the open house. He was also given a photo album tracking his career over the years.

We wish him the best and congratulations on his long, outstanding career with ICIA.



# Board Designates New Executive Director

He is regarded as an expert in seed certification, testing processes and protocols.

On August 15th Mike Davis, ICIA Board of Director's President officially named Alan Galbreth as the new Executive Director. Alan, a Purdue University graduate, joined ICIA in 1975 as a lab technician and quickly became a leader and integral part of the organization. His ideas and visions for the future of ICIA have been a catalyst for many major milestones such as: ISO certification, an Electronic Lab Reporting System, and Growth of the Genetics Lab. Alan has cultivated a thorough knowledge in all areas of ICIA business and the seed industry as a whole. He is regarded as an expert in the areas of seed certification, OECD issues and seed testing processes and protocols.



*Alan Galbreth, ICIA Executive Director*

In this new position Alan will continue his leadership role for the vision and direction of ICIA. Additionally he will increase his focus on strategic long-term planning, new business opportunities and industry relations.

Congratulations Alan!



*Joe Deford, ICIA Associate Executive Director*

**I**n conjunction with this announcement and restructuring at ICIA, Joe Deford has been promoted to the position of Associate Executive Director.

JOE HAS BEEN WITH ICIA FOR 31 YEARS beginning his career as a cold test technician in the summer of 1980. As evidence of his determination and work ethic, Joe successfully completed the requirements of a Bachelor of Science degree from Purdue University in 1993, all while raising a family and working full time at Indiana Crop Improvement. In the summer of 2000 Joe was promoted to Field Programs Manager. Since then Joe has dedicated himself to enhancing the quality and improving the

method and tools involved in our field inspection services. He has successfully marketed our capabilities and the value of field inspection to seed companies for more than just certified seed but as an integral part of their overall quality program. In pursuing this effort Joe has cultivated long running partnerships with many customers.

In this new position, Joe will continue to be the main point of contact for our field programs in addition to taking on some new responsibilities. He will increase his focus in all lab departments; honing in on day to day operations analysis, ISO compliance and process improvement, as well as shaping the long term strategic plan, new business opportunities and industry relations at ICIA.

Congratulations Joe!

# Lost in Translation

Keeping pace with the speed of new technology can be daunting and time consuming. The vast array of new high-tech communication tools for your business to reach current and potential customers can leave us all feeling a little Lost in Translation.

This year's pre CBSC Boost Your Business program aims to clear this fog and introduce you to some tools that you can realistically implement in your own business. Experts from an area firm will explore specific topics like: Developing a Focused Web Strategy that Works, Content Management Systems: Finding the Right Tool for Your Website, and Mobile Technology: Leveraging QR codes for Real Returns. We will also hear from the Marketing Team at a Regional Seed Company about how they have successfully implemented multiple options of social media channels to connect with their customer base and the industry at large.

No need to hire a translator – simply mark your calendars and spread the word to the sales & marketing team; a unique opportunity to gain some real understanding and insight into communication technology for today and the future, is coming to Indianapolis this February.



## In Memoriam

Sharon Voris  
September 14, 2011

Voris Seeds  
Windfall, IN



## PLAN TO ATTEND!



*Indianapolis Marriott North, Keystone*

**M**ark your calendars now for the 2012 Corn Belt Seed Conference.

This major seed meeting is scheduled for February 9-10 at the Indianapolis Marriott North.

The two-day conference opens with a general session on Thursday, February 9 featuring Frank Reich, Wide Receiver Coach with the Indianapolis Colts. Other speakers will contribute to the sustainability theme from the food sector. The Thursday awards luncheon provides an opportunity to relax, eat and congratulate individuals honored by ICIA and ISTA.

Thursday afternoon offers a variety of four in-depth workshop sessions. The corn management workshop will discuss treatments and corn population, in addition to rootworm mutations and resistance. The soybean session will offer weed resistance, along with specialists covering Dicamba and 2-4 -D. Other workshops will feature off-patent materials and our future workforce in agriculture.

The Friday morning session will offer a lineup of presenters to deliver updates to the Farm Bill.

# Asset to Family Business

**W**orking hard on the farm has been a constant for Chris Goetz since he was old enough to help lift a bale of hay. In 1969 at the age of 15, he not only helped his uncles, and neighbors with baling but he also milked cows and drove tractors during planting and harvest. As a teenager, staying busy was never a problem for Chris but he didn't want to have several jobs with different farmers, he wanted to have just one employer. With that goal in mind, he began working odd jobs for Jim and John Wyckoff of Wyckoff Hybrids near Valparaiso. Anytime Chris had available—after school, weekends, summers—he was busy learning the tricks of the trade and developing a keen interest in the seed business.

Chris attended Purdue University studying Industrial Management but he continued to drive home each weekend to work. During this same time, it became evident to the Wyckoffs that Chris would be a great asset to the business and needed to come back after college. With the interest Chris had in the business, as well as his developing interest in Jim's middle daughter, Christine, he decided to change his major to Agricultural Business Management and agreed to come back to the business in the Spring of '75. Chris and Christine were married that same year and Chris finished his degree with a correspondence class in December.

In the ensuing years, Chris and Christine brought six children—five sons and one daughter—into this world. Those children have now added 17 grandchildren to the Goetz family. Three of their sons have joined the family business and are taking responsibility in sales, marketing, and production.



*(L to R) - Chris Goetz, John Wyckoff  
Matt Goetz, Ken Wyckoff, Luke Goetz*

When asked why Chris agreed to serve on the Board of Directors of ICIA, he said, "It was an honor to be asked, and it is an honor to serve on a board with your peers. I enjoy learning about the different aspects of how ICIA serves the industry and I have a high level of respect for what Indiana Crop does for its membership. Serving also gives me a chance to talk and socialize with other members, which I enjoy very much."

# Seed Quality Update

In a normal season our average wheat germination is between 93 to 95 percent. This season wheat germination for all wheat samples including untreated and treated is 92.3% on more than 1400 samples tested to date.

We have tested several carryover samples and are just now starting to test new crop corn and soybean samples. The testing averages below reflect a few new crop samples but mostly carryover samples. We have seen a little frost damage on some hybrids that were later harvested. The damage is very slight but we would advise you to keep an eye on your cold test scores for the late harvested pedigrees. Mycotoxin levels are also increased this year but should not affect seed quality. We will follow up with how this season crop's quality pans out as we get into the testing season.

We look forward to supplying all your testing needs through this new testing season.

If you have any questions or if we can be of any assistance, contact Kevin Seward or Susan Dadacz in our lab at 866-899-2518. [seward@indianacrop.org](mailto:seward@indianacrop.org) or [dadacz@indianacrop.org](mailto:dadacz@indianacrop.org)

## Soybeans

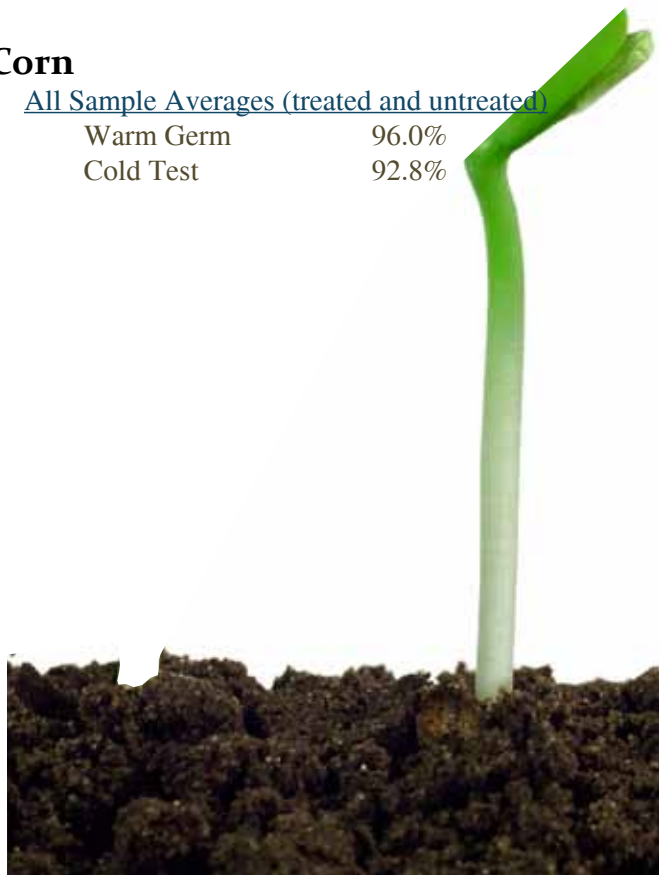
### All Sample Averages (treated and untreated)

Warm Germ	90.0%
Cold Test	83.2%

## Corn

### All Sample Averages (treated and untreated)

Warm Germ	96.0%
Cold Test	92.8%



# ICIA Trait Testing Seminar 2011

ICIA Annual Trait Testing Seminar. It was a full house at the ICIA Conference Center on October 7th as customers, staff and guest speakers filed in for the Annual Trait Testing Seminar. Michael Joseph from Dow AgroSciences, Dale Aaberg from Corn States and Padma Commuri from Syngenta each made a presentation regarding seed trait testing requirements respective to



their products in the marketplace and also fielded questions from the audience. This unique seminar proves valuable to all participants - "DAS is always eager to help our trait licensees be successful, and that success is directly related to the production of high quality Herculex® Insect Protection products. As such, we welcome the opportunity to work with ICIA to provide our licensees with additional clarity on the trait testing requirements that are necessary to demonstrate key product performance attributes," says Michael Joseph, Lead Quality Manager, Dow AgroSciences; Seeds, Traits, & Oils business

"In addition to the benefit of face to face interaction between seed company employees and trait provider reps, this seminar also helps ICIA enhance our customer service," said Liz Pestow, ICIA Marketing Director. "Input from these representatives helps us to put together the Trait Testing Matrix – a downloadable PDF file on the ICIA website. This matrix becomes an invaluable tool throughout the testing season for both our customers and lab staff. It helps put us in a better position to answer questions accurately when a customer calls and creates the opportunity for us to catch incorrect test requests before seed flows through the lab costing both parties unnecessary time and money."

As always, materials from the seminar will be made available on our website at [www.indianacrop.org](http://www.indianacrop.org) – contact Liz Pestow for additional information at [pestow@indianacrop.org](mailto:pestow@indianacrop.org).



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